

The Grocer

THE DAIRYMEN 2025

Focus On: Continental Cheese

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Counterfeiting has long been the bane of cheesemakers dealing in protected variants, such as parmigiano reggiano and halloumi. What are recent examples of the issue? Which types of cheese have been affected? And how? Has there been an impact on sales in grocery? And what are suppliers doing to counteract cheese fraud – and assure shoppers that their products are legit?

Sales: Using Worldpanel By Numerator data, we explain the performance of the market and the factors that are driving change.